

Francis Ogurmagbunam Mok

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Objective

I'm a Dedicated and Experienced Professional with Proven Successes, Managing various accounts & clients. In various sectors..offering varied goods & services. For small, mid-sized & Large Organization's (Locally and Internationally). My network, ethics, qualifications, skills & experience etc are an asset..i bring to the table.

Experience

- **Niger Insurance Plc** 2005 - 2018
Marketing Executive - Marketing Manager
 - 1) Started As A Marketing Executive, but became an Agency Manager in less than 5years
 - 2) Coordinated Trainings, Recruitment, Compiling Production Reports etc & other feedback for Product Development and Improvements
 - 3) Undertook Strategic Planning to Scale The Marketing & Sales of Company Products and Services Excellently.
 - 4) Conducted Market Research & Analysis for Product Development etc
- **LMGI** 2018 - Currently work here
Managing Partner & Marketing Consultant
 - 1) Induction Of Modern Analytics to Understand Buyer Needs & Scale Marketing Activities
 - 2) Coordinated Trainings, Recruitment, Compiling Production Reports etc & other feedback for Product Development and Improvements
 - 3) Undertook Strategic Planning to Scale The Marketing & Sales of Company Products and Services Excellently.
 - 4) Conducted Market Research & Analysis for to Understand How Best To Represent Clients..into Various Products & Services etc
- **Extern USA** July 2024 - August 2024
Expedia Media Solutions Competitive Analysis (Remote)
 - 1) Digital Advertising Trends Analysis: Analyze digital advertising trends in a specific region with an emphasis on the travel industry, identifying emerging patterns and strategic opportunities.
 - 2) Ad Strategy: Assess Ad Revenue, Market Share, and Current/Future Outlook, Tools and Capabilities in the digital advertising landscape.
 - 3) Competitor Research: Conduct in-depth analysis of major players in the travel industry to understand their advertising strategies and revenue generation mechanisms.
 - 4) Strategic Planning: Develop strategic recommendations for areas of investment in the Digital Advertising Space.
 - 5) Presentation & Public Speaking: Create engaging presentation decks and video recordings, showcasing actionable insights to drive informed decision-making.
- **Axa Mansard Plc** 2022 - To date
Team Manager
Business Development, Recruiting, Training, Production Reporting, & Any other duties as assigned to me.
- **Extern USA** August 2024 - September 2024
RevRoad Venture Capital Deal Sourcing (Remote)
Responsibilities
 - 1) Venture Capital Fundamentals: Gain hands-on experience in analyzing investment opportunities and drafting a deal memo that clearly lays out your investment theses.
 - 2) Research & Analysis: Utilize data platforms like Crunchbase to conduct comprehensive market research, uncovering valuable insights to inform strategic decision-making. Master variable estimation techniques such as market sizing and revenue projection.
 - 3) Strategic Insight: Develop sharp insights into startup metrics, business models, and product differentiation strategies, enabling you to identify standout investment opportunities.

4) Presentation & Public Speaking: Create engaging presentation decks and video recordings, showcasing actionable insights to drive informed decision-making.

Education

- **Our Lady Of Apostles Private School** 24th November 1989
O Level
- **St Gregory's College Obalende South-West Ikoyi Lagos** 1995
Secondary School
- **NIIT. Lagos Nigeria** 2002
Information Technology (Programming, Networking, Hard & Software, Office Suite & Computer Essentials).
- **Alison. Ireland UK** 2013
Business Studies & Law
- **Needs Consult** 2008.
Strategic Marketing
- **Pan-Atlantic University.** 2016
Entrepreneurship, Accounting & Finance, Business Law, Marketing
- **Saylor Academy USA** 2022
Business Administration
- **International Labor Organization (ILO)** 2022
Project Management
- **Hewlett-Packard Foundation** 2022
Entrepreneurship & Digital Marketing
- **Disaster Ready. (Humanitarian Studies)** 2022
Risk Management
- **Twitter Flight School** 2015
Analytics, Advertising & Digital Marketing
- **Aleph UAE.** 2022
Digital Marketing
Digital Ad Expert Degree
- **Google Academy USA** 2022
Analytics
- **Inc Academy. India** 2024
Tiktok: Digital Advertising & Marketing
- **Google Academy USA** 2023
Digital Marketing
- **ALX South Africa** 2024
Full Stack Software Engineering
- **IT Varsity (South Africa)** 2022
App Development

Skills

- 1) Strategic Planning (2) Time Management (3) Analytics (4) Business Development.

Projects

- **Market Competitor Analysis (Extern, USA. Remote).**
Digital Advertising Trends Analysis: Analyze digital advertising trends in a specific region with an emphasis on the travel industry, identifying emerging patterns and strategic opportunities.
 - Ad Strategy: Assess ad revenue, market share, and current/future tools and capabilities

in the digital advertising landscape.

- Competitor Research: Conduct in-depth analysis of major players in the respective industry to understand their strategies and revenue generation mechanisms.
- Strategic Planning: Develop Strategic Recommendations, Identifying Areas for Improvement & Investment. Applying modern Analytics & tools

Done for various companies, to be discussed privately.

Publications

- **Kiss The Bride..by Francis Mok**

Published Author:

Publication Details: Nature's Echoes. Poetry.com. Library of Congress. ISBN: 1-58235-564-9. VIP: P2559800-999. November 16, 2000

Interests

- Member, United Nations Volunteer (UNV)

Reference

- **LaRae Snoddy - Extern USA**

Director of Operations

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Licenses & Certifications

- 1) Member: Chartered Institute Of Insurance Nigeria (CIIN).
- 2) National Insurance Commission Licensed & Certified Insurance Agent (NAICOM)
- 3) Amnesty International, Certified Member
- 4) United Nations Volunteer Member
- 5) Licensed & Certified Member of the Institute Of Management Consultants (IMC)
- 6) Certified Fellow, Institute Of Management Consultants (FIMC).
- 7) Nominated for Honorary Doctorate by The LBS.

Social Club

- Ikoyi Club, 1938 (Life Member)